

# **Plaintiffs' Exhibit 94**

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30				1. REQUISITION NO.	PAGE 1 OF 49
2. CONTRACT NO. 47QRAA21D001F	3. AWARD/EFFECTIVE DATE AWARDED: 09-10-2021 EFFECTIVE: 09-12-2021	4. ORDER NO. 36C10X21F0097	5. SOLICITATION NUMBER	6. SOLICITATION ISSUE DATE	
7. FOR SOLICITATION INFORMATION CALL:	a. NAME Anthony Zibolski	b. TELEPHONE NO. (No Collect Calls) None	8. OFFER DUE DATE/LOCAL TIME		
9. ISSUED BY Strategic Acquisition Center - Frederick Department of Veterans Affairs  5202 Presidents Court, Suite 103 Frederick MD 21703		CODE 36C10X	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> SET ASIDE: _____ % FOR: <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM NAICS: 541511 <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> EDWOSB SIZE STANDARD: <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> 8(A)		
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE	12. DISCOUNT TERMS		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>		13b. RATING N/A
15. DELIVER TO  See Section B.4		CODE	16. ADMINISTERED BY Strategic Acquisition Center - Frederick Department of Veterans Affairs  5202 Presidents Court, Suite 103 Frederick MD 21703  17a. CONTRACTOR/OFFEROR CODE 1DWB2 FACILITY CODE J.R. REINGOLD & ASSOCIATES, INC. REINGOLD, INC. (ALEXANDRIA CI)  1321 DUKE ST  ALEXANDRIA VA 22314  TELEPHONE NO. DUNS: 185056942 DUNS+4:		
18a. PAYMENT WILL BE MADE BY U.S. Department of Veterans Affairs Financial Services Center PO BOX 149971 (see Section B.2 invoicing/payment) Austin TX 78714-8917  PHONE: 1- (877) -489-6135 FAX:		CODE VAFSC	18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM		
17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER <input type="checkbox"/>		19. ITEM NO. 20. SCHEDULE OF SUPPLIES/SERVICES See CONTINUATION Page VA General Mental Health and Suicide Prevention Awareness and Education Outreach Support Services  For billing purposes, use IFCAP PO Number 132-C10088 on all invoices.  See CONTINUATION Pages.  (Use Reverse and/or Attach Additional Sheets as Necessary)			
21. QUANTITY		22. UNIT	23. UNIT PRICE	24. AMOUNT	
25. ACCOUNTING AND APPROPRIATION DATA See CONTINUATION Page		26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$6,974,193.51			
27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.		27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA <input checked="" type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED			
28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 1 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED DocuSigned by: Kevin Miller		29. AWARD OF CONTRACT: REF. _____ OFFER DATED _____ YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN IS ACCEPTED AS TO ITEMS:			
30a. SIGNATURE OF OFFEROR/CONTRACTOR Kevin Miller		31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) Anthony T. Zibolski 249632 Digitally signed by Anthony T. Zibolski 249632 Date: 2021.09.10 14:49:42 -0400			
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT) Kevin Miller OF7CEC90738047A... Partner		30c. DATE SIGNED 9/10/2021		31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) Anthony Zibolski Contracting Officer	
31c. DATE SIGNED See Block 31a					

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## SECTION B - CONTINUATION PAGES

### B.1 CONTRACT ADMINISTRATION DATA

1. Contract Administration: All contract administration matters will be handled by the following individuals:

a. CONTRACTOR: J.R. REINGOLD & ASSOCIATES, INC.  
1321 Duke Street  
Alexandria, VA 22314

POC: Kevin Miller  
Phone: 202-427-5095  
Email: [kmiller@reingold.com](mailto:kmiller@reingold.com)

b. GOVERNMENT: Strategic Acquisition Center – Frederick  
Department of Veterans Affairs  
5202 Presidents Court, Suite 103  
Frederick, MD 21703

Contracting Officer (CO): Anthony Zibolski  
[Anthony.Zibolski@va.gov](mailto:Anthony.Zibolski@va.gov)  
240-215-1763

Contracting Officer's Representative (COR): See the COR Designation of Authority. In the absence of a COR Designation of Authority the Contracting Officer will retain and execute all COR duties.

## **B.2 INVOICING INSTRUCTIONS**

**1. Submission** - In accordance with VAAR Clause 852.232-72 Electronic Submission of Payment Requests, all invoices shall be submitted electronically.

**Tungsten (fka OB10) ELECTRONIC INVOICE SUBMISSION**  
**FSC e-INVOICE PROGRAM THRU AUSTIN PORTAL**  
**FSC MANDATORY ELECTRONIC INVOICE SUBMISSION FOR AUSTIN PAYMENTS**

**Vendor Electronic Invoice Submission Methods:**

Fax, email and scanned documents are not acceptable forms of submission for payment requests. Electronic form means an automated system transmitting information electronically according to the accepted data transmissions below.

- VA's Electronic Invoice Presentment and Payment System – The Financial Services Center (FSC) in Austin, TX uses a third-party contractor, Tungsten, to transition vendors from paper to electronic invoice submission. Please go to this website: <http://www.tungsten-network.com/US/en/veterans-affairs/> to begin submitting electronic invoices, free of charge.
- A system that conforms to the X12 electronic data interchange (EDI) formats established by the Accredited Standards Center (ASC) chartered by the American National Standards Institute (ANSI). The X12 EDI Web site is <http://www.x12.org>.

**Vendor e-invoice Set-up information:**

Please contact Tungsten at the phone number or email address listed below to begin submitting your electronic invoices to the VA Financial Services Center in Austin, TX for payment processing. If you have questions about the payment status of a properly submitted invoice, the e-invoicing program, or Tungsten, please contact the FSC at the phone number or email address listed below.

- Tungsten e-Invoice setup information: 1-877-489-6135
- Tungsten e-Invoice email: [VA.Registration@tungsten-network.com](mailto:VA.Registration@tungsten-network.com)
- FSC e-Invoice contact information: 1-877-353-9791
- FSC e-Invoice email: [vafscshd@va.gov](mailto:vafscshd@va.gov)
- <http://www.fsc.va.gov/einvoice.asp>

**COMMUNICATIONS:**

- <https://www.federalregister.gov/articles/2012/11/27/2012-28612/vaacquisition-regulation-electronic-submission-of-payment-requests>
- <http://fcw.com/articles/2012/11/27/va-epayments.aspx?s=fcwdaily>

**2.Submission of Proper Invoice** - The following data must be included in an invoice for it to constitute a proper invoice:

- a. Name and address of the contractor
- b. Invoice date and number
- c. IFCAP Purchase Order No.: 132-C10088
- d. Contract No.: 47QRAA21D001F 36C10X21F0097
- e. Item number, description, quantity, unit of measure, price, extended price and a total of supplies delivered, or services performed.

1. Cumulative billing (per line item and total)
2. Final invoices must be marked '**FINAL INVOICE**'
3. Proof of supplies delivered, or services performed **MUST** also be provided. Signature, printed name and title of Government receiving official and date of delivery or performance period must be included.

**INVOICES THAT DO NOT COMPLY WITH THESE REQUIREMENTS SHALL BE REJECTED.**

**3.Contractor Remittance Address**

All payments by the Government to the contractor will be made in accordance with:

☒ 52.232-33, Payment by Electronic Funds Transfer - System for Award Management,  
or

☐ 52.232-36, Payment by Third Party

**4.Invoice shall be submitted in the arrears**

- a. Quarterly ☐
- b. Semi-Annually ☐
- c. Other ☒ Monthly, after delivery and acceptance by the COR.

### B.3 PRICE/COST SCHEDULE

Period of Performance: September 12, 2021 through September 11, 2022

ITEM	DESCRIPTION OF SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	7.1.1 Kick-Off Meeting, Initial Project Management Plan (PMP) Contract	1.00	JB	\$0.00	\$0.00
0002	7.1.2 Final Project Management Plan (PMP)	1.00	JB	\$10,214.09	\$10,214.09
0003	7.2.1A Support Implementation of Outreach Campaigns on a National Level	12.00	MO	\$19,595.96	\$235,151.55
0004	7.2.1B Develop and Implement Specific, Focused Campaigns for Mental Health Awareness Month in May and focused campaign for MST for use during Sexual Assault Awareness Month in April and T&H	12.00	MO	\$45,336.31	\$544,035.69
0005	7.2.1C Provide Existing MTC, Suicide Prevention and Overall Mental Health Communication Content, including content focused on increasing support and awareness of Mental Health Summits NLT February, SUD, MST, Psychotherapy, VITAL Program, OTH Veterans and 12 external blogs specific to VA Mental Health as appropriate and in Accordance With Approved Messaging	12.00	MO	\$71,394.34	\$856,732.11
0006	7.2.1D Logistics support for professional events/conferences	26.00	JB	\$5,403.03	\$140,478.65
0007	7.2.1E Logistics Support, Attendance, and Take-Down for 26 Professional Events/Conferences within the U.S.	26.00	JB	\$1,509.97	\$39,259.11
0008	7.2.1F Provide Support for Four Strategic Outreach Meetings at to-be-Determined Locations/VA Medical Centers (VAMC)	4.00	JB	\$14,729.01	\$58,916.05
0009		12.00	MO	\$11,766.83	\$141,201.94



7.2.1G Establish Metrics and Report on Effectiveness of Outreach and Conferences/Events for Mental Health in General, MTC, Mental Health Month in May, Sexual Assault Awareness Month (April) and T&H efforts for the Great American Smokeout (November), the Great American Spitout (February), SUD and World No Tobacco Day (May). Outreach Outcomes and Results will be Included in the Required Monthly Progress Reports Detailed in Section 9.0				
0010	12.00	MO	\$53,370.25	\$640,442.96
7.3.1A Full Time Graphic Support to Develop New Material and Expanded Current Outreach Tool Kits in Color, Black and White, and Web Versions with Print Instructions, and a Mobile Display Ensuring 508 Compliance.				
0011	12.00	MO	\$16,837.11	\$202,045.28
7.3.1B Full Time Graphic Support to Develop New 508 Compliant Outreach Tool Kits for MST for Sexual Assault Awareness Month, OTH, VOICES and Mental Health Summits				
0012	12.00	MO	\$2,239.97	\$26,879.65
7.4.1 Fulfillment, Distribution, Tracking, and Storage of Collateral and Other Materials and Assessment of Effectiveness				
0013	12.00	MO	\$6,447.53	\$77,370.40
7.5.1 Refined Metrics Document; Monthly Web and Social Media Dashboards, monthly PSA/Paid				
0014	12.00	MO	\$39,973.47	\$479,681.67
7.6.1A Website Maintenance Including Migration to New Structure and Overall Support for Web and Mobile				
0015	5.00	JB	\$4,635.27	\$55,623.22
7.6.1B Develop Five Website Splash Pages for Mental Health				
0016	12.00	MO	\$15,486.31	\$185,835.72
7.7.1A Social Media Monitoring, Maintenance, Moderation for MTC Social Media Properties (YouTube, Facebook, Instagram) and Monthly MTC Content - 36 Posts for (Facebook, Instagram, Twitter) all Properties Delivered the Proceeding Month				
0017	12.00	MO	\$9,289.13	\$111,469.55



7.7.1B Develop Approximately 24 Monthly Social Media Content Items for General Mental Health Outreach Closely Aligned with MTC Social Media Development Schedule				
0018	1.00	JB	\$3,378.35	\$40,540.18
7.7.1C Social Media Strategy Implementation Plan				
0019	12.00	MO	\$18,111.13	\$90,555.65
7.7.1D Social Media Strategy Implementation				
0020	12.00	MO	\$22,477.17	\$269,726.02
7.8.1A Video Plan and Two Creative Sessions , Recruitment, Production, Professional Photography Services, and Post Production of Four Interview, Lifestyle, Social Media Shorts and Cutdowns, And b-roll Shoots for Mental Health; Editing of Videos to Create 96-120 Videos no Longer Than Five Minutes Including the Storage (cloud and hard) of 110 Terabytes of new and Preexisting Digital Media Content. Postproduction of ten Compilation Videos.				
0021	12.00	MO	\$2,726.53	\$32,718.32
7.8.1B HD/SD Video Creative, Plan, Production and Post Production for Two NATIONAL TV COMMERCIAL-GRADE/QUALITY/PSAs in Los Angeles, CA or New York, NY; Four Total, Two per PSA - Social Media Platform Versions From Previously Captured PSA Footage; Professional, Behind-The-Scenes Photography Services; PSA Distribution to at Least 1,500 PSA Directors at National/Local TV Outlets; Reproduction Services for 100 Copies per PSA.				
0022	2.00	JB	\$103,093.68	\$206,187.36
7.8.1C Video Creative, Plan, Production and Postproduction of Six HD, Short, 120 Second, Educational/Awareness Videos and video ads for Mental Health including MST, Psychotherapy, SUD, VOICES and Tobacco and Health.				
0023	4.00	JB	\$45,509.84	\$182,039.36
7.9.1A Still Photography for all Video Shoots Including Photoshoot and Individual Copies (electronic) of Photos for all Testimonial Shoots for each Participant.				
0024	12.00	MO	\$7,059.27	\$84,711.20
7.9.1B Full time still photo editor for mental health efforts				

0025	1.00	JB	\$35,017.76	\$35,017.76
7.10.1A Paid Media Plan				
0026	1.00	LT	\$TBD	\$TBD
17.10.1B Paid Media Buys Not to Exceed: TBD				
0027	12.00	MO	\$TBD	\$TBD
2OPTIONAL 7.10.1C Paid Media social media monitoring				
0028	1.00	LT	\$129,855.00	\$129,855.00
Travel Not to Exceed: \$129,855.00				
0029	1.00	LT	\$2,097,505.00	\$2,097,505.00
Other Direct Costs (ODCs) Not to Exceed: \$2,097,505.00				
				<b>GRAND TOTAL: \$6,974,193.51</b>

## ACCOUNTING AND APPROPRIATION DATA

ACRN	APPROPRIATION	REQUISITION NUMBER	AMOUNT
1	132-3610160-4889-805800-2580 SP8CK	132-21-4-4889-0020	\$6,974,193.51

<sup>1</sup> Any commissions received for Marketing and Public Relations Subcategory will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, as determined by the requiring activity at the time of credit.

<sup>2</sup> The amount is unknown and may fluctuate based on the amount of effort needed.